

FOR JOB PRINTING
TRY THE MAIL

THE BASSANO MAIL

ISSUED BY
R. A. TRAVIS
INSURANCE OF ALL RISKS
LOANS AND COLLECTIONS

Vol. 4

BASSANO, ALBERTA, THURSDAY, SEPTEMBER 27, 1917

No. 49



SPECIAL!

B.C. APPLES

The Best in the World
AND
The Cheapest.

Absolutely the Finest Eating
Apples Canada has produced.
Try one and you will want
a Box.

Price is Right

McKEE, THE GROCER

Phone 9. GROCERIES & CROCKERY.

RED CROSS ITEMS

The next meeting of the local branch of the above Society will be held at the home of Mrs. Lee, on Friday 5th inst. at 2:30 p.m.

On Saturday 6th inst. a Sale of Home Cooking will be held at the home of Mrs. M. P. Findlay from 8 to 9 p.m. Afternoon tea will be served. Donations to the sale are requested.

Majorville to have School District

By order of the Minister of Education, the following lands: Sections 6, 7, 18, 19, the west halves of Sections 5, 8, 17 and 20, the south-west quarter of Section 29 and the south half of Section 30 in Township 10 Range 10; Sections 1, 2, 11, 12, 13, 14, 23, 24, the east halves of Sections 3, 10, 15 and 22, the south halves of Sections 25 and 26 and the south-east quarter of Section 27 in Township 10 Range 20 west of the Fourth Meridian, have been erected into a School District under the name of The East Majorville School District No. 3840 of the Province of Alberta. Senior Trustee: A. A. Clemmons, Majorville.

Get Your Season Ticket for Chautauque

The Local Committee for the Chautauque has to announce that the arrangements for the Three Day Chautauque have now been completed, and tickets may be procured from any member of the Committee. The programme includes among other big features The Halwain Quintet, and the Chautauque Musical Club.

Town Council After Indian Lands

The regular meeting of the Council was held on Monday last with the Mayor presiding and a full attendance of Councillors present.

The usual routine work was transacted in the usual manner and the council got down to business forthwith.

A communication from the Department of Indian Affairs was read which stated that the matter of the suggested sale of Indian lands situated between Bassano and Crowfoot had been referred to the resident agent and the Indians.

It was decided to open diplomatic relations with Mr. Gooderham also that a delegate from the council be sent to see Mr. Gooderham to find out how he feels and what the Indians feel about forfeiting the land. (It was not stated that the delegate should carry anything on his hip, and we presume that part of it was just understood.)

The Minister of Justice wrote the Council asking that free accommodation be provided the Exemption Tribunal. It was decided to grant the request at the same time pointing out that an ideal government office is standing vacant in the Post Office.

A letter was received from the Chairman of the School Board (halcyon) asking that the Council appoint a transient officer immediately and (by jolly) the jolly old council referred the request to the Finance and Police Committee with instructions to act at once.

Mr. Sheritt, representing the School Trustees, interviewed the Council with regard to the Town's school mill and what prices were quoted for coal at the mine. The Council could not give the details requested and Mr. Sheritt was requested to call again.

The matter of insufficient accommodation for prisoners was brought up and the secretary was instructed to write to the Department at Edmonton asking them to provide accommodation for their prisoners.

Communication from the Food Controller asking the Council to notify milk vendors that the government does not desire any advance in the price of milk to be made until the report of the Committee appointed to deal with the milk supply and price has been handed in. Also that the town request the local newspaper to give their communication free publicity.

Food Controller Requests Milk Vendors Not to Raise Prices.

Ottawa, September 26th, 1917.

Dear Sir:

All milk producers and all wholesale and retail dealers in Canada engaged in the supply of fresh milk for daily consumption, are earnestly requested to make no advance upon the price for milk obtaining in their district on September first until the Committee appointed to deal with milk supply and prices have reported on what action, if any, should be taken. It is expected the Committee will begin sittings during the week of September 24th and should be in a position to report by November.

In view of the fact that for cost of milk production can be arrived at, the effect on prices of this year's crop of oatmeal in Canada and the United States must be ascertained. Reports indicate that the total production of oatmeal in Canada will be above the average. The effect of this on the price of cattle feed, however, can not be properly estimated at this time because the effect of the new crop feeds must be ascertained before any action may be determined, therefore it is deemed advisable that any change in price by producers and dealers be delayed at least until after October 1st. It is confidently expected that this very reasonable request will be complied with as it will entail little hardship and will make unnecessary the adoption of drastic measures.

(Continued on page 6)

DON'T WAIT for Winter.

ORDER NOW

Galt Nut Coal	\$6.00
Bankhead Briquettes	6.00
Green Hill Steam Coal	6.00
Galt Lump	7.50
Dry Pine Ship Lap.	

Prices will not be Lower.

THE ATLAS LUMBER Co., Ltd.,
Phone 7. Manager, W. B. Rogers.

GEM THEATRE!

Monday and Tuesday:

Genevieve Hamper—"The Unfaithful Wife"

Wednesday and Thursday:

Louise Huff in "The Reward of Patience."

Next Friday and Saturday:

MARGUERITE CLARK—"Fortunes of Fifi"

Public Announcement

We are now settled in our new large store and in a position to offer the Public the largest selection and lowest prices in all lines of Hardware and Harness.

YOU ARE WELCOME

to make our New Store your business Headquarters while in town.

SERVICE is a Hobby With Us!

Even if you do not need anything in the Hardware or Harness line you are welcome to use our Store as a place to meet your friends.

Our Business Turnover as a Hardware and Harness Establishment places us in the Top List. (Selection, Quality, Price and Service explains this.)

HARDWARE AND
HARNESS
HEADQUARTERS.

Pierce & Currie, Ltd. - Bassano

"WHEN BETTER AUTOMOBILES ARE BUILT - McLAUGHLIN WILL BUILD THEM"

THIS appropriate phrase is more than a working motto, more than a stirring slogan—it is a promise backed by performance.

McLaughlin builders have won today's undisputed leadership on a Big Idea—a right principle, rightly applied, the famous McLaughlin Valve-in-Head Motor.

But McLaughlin science, skill and building honesty, is ever ready to make that "better" automobile whenever it can be built.

The constant aim toward the greater service is the way McLaughlin builders prove their appreciation of Canada's endorsement.

Send for new Catalogue "A" showing complete line to
The McLAUGHLIN MOTOR CAR CO., Limited,
OHAWA, ONTARIO.



Model D-48 SPECIAL, 9 CYLINDER, 6 PASSENGER TOURING CAR.
The McLaughlin Series include 6 and 8 cylinder cars in Touring, Roadster and Sedan types, ranging in price from \$3000. to \$5350.

Harvey Smith - Bassano

Canada's Standard Car

THE BASSANO MAIL

Published at Bassano, Alberta, every Thursday afternoon
by
THE MAIL PUBLISHING COMPANY, LIMITED

Subscription: Canada and the British Empire \$1.20 per year; to the United States and Foreign Countries \$1.75 per year. All subscriptions payable in Advance.
Legal advertisement 12 cents per square inch, line first insertion; 8 cents per line each subsequent insertion. Classified advertisement 50 cents an insertion, three insertions \$1.00. Display rates on application.

Editor - E. G. ALLEN.

The question of Conscription has brought in its train a host of arguments regarding the relationship existing between the state and the individual. The passing and enforcement of the Military Service Act is in itself an acknowledgement of the fact that the state has a direct relationship to the individual and the first claim upon his services.

At the present time we are so busy trying to digest that fact that we are overlooking the other side of the contract; the fact that the individual has a claim upon the state, or perhaps it would be better to put it that the state has a duty to the individual.

Any man who is called upon by the state to make the supreme sacrifice has the right to demand that his dependents shall be properly and decently cared for; that his wife shall receive not a mere pittance but a sufficient allowance; and more particularly that his children shall be fed, clothed and educated as well as if he were here to provide for them.

Under existing conditions it is impossible for any woman to bring her children up even decently upon the pension which is allowed her by the government much less can she educate them as they have every right to be educated. It is also impossible to expect children brought up under such conditions to make strong, healthy-minded citizens.

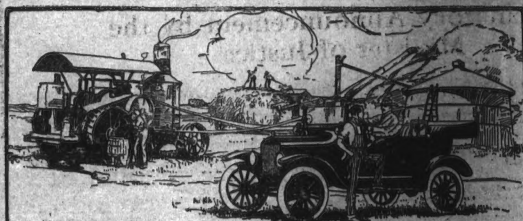
If the future men and women of Canada are to be worthy successors to their patriot fathers the state must accept the patriarchy and adopt some broad comprehensive plan for the proper and careful upbringing of the children.

There is but one method, in our opinion by which the state can properly discharge its obligations in this respect, and that is by the establishment in every province of schools or colleges, after the plan of some of the larger memorial colleges in England where the children would receive the best possible education, nourishment and clothing, all of which they have a perfect right to receive and the state a positive duty to provide.

The taint of pauperism could not possibly be attached to such a plan and we are confident that it would work a great improvement in the lot of those heroic women who are so bravely struggling to make their way, uncomplainingly, with a double burden of grief and penury, and with nothing but the blackness of a bleak future before them; with the grief of watching their children grow up denied of the benefits of education which might have been planned for them.

The authorities should be made to realize that Canada's sons expect and will demand in no uncertain language, that the state shall fully discharge its obligations to the wives and children of those who have given their all that Canada might be free.

We have been asked to print a selection of Menus for war time dietitians by the Food Controller, but, owing to the ever-increasing raids on our news columns by advertisers we are unable to do so. We are willing at all times to do our bit for the effort to conserve and economize but it is obviously impossible to meet all the demands for free publicity which are constantly made from Government departments and at the same time fulfil our obligations to our subscribers to give them terms of local interest.



The Best Farm or Ranch Car

YOU would replace your "general utility" team with a powerful, sturdy, Ford car at once, we believe, if you but figured the matter out carefully.

The Ford is especially suited to western conditions and your needs. It is equal to rough roads, big loads and long distances. These are the very tests to which you will put your car.

A Ford will run your errands for repairs, grease, mail and countless other necessities quickly and cheaply. It will save you weeks of time and money. It will be one of your best investments. It will make prairie life more enjoyable. You need a car and need it badly. The Ford is the utility car for the Western Farmer.

Ford
THE UNIVERSAL CAR

F. O. B. FORD, ONT.

Runabout - \$475
Touring - \$495
Coupelet - \$695
Sedan - \$890

Roy Smith - Dealer - Bassano.

BUY AN IRRIGATED FARM

From the Canadian Pacific Railway

RECAP

Irrigation makes the farmer independent of rainfall, and insures good crops, and occasionally, but EVERY YEAR.

Irrigation makes possible the successful culture of alfalfa, the King of Alfalfa, which insures good returns in dairying and related farming.

Irrigation means lots of fine farming and citizenship, with all the advantages of densely populated agricultural community.

Irrigation in the Canadian Pacific Railway Irrigation Block is no longer an experiment; the years that it has been tried having absolutely demonstrated its success wherever intelligently applied.

This is the most liberal offer of irrigated farms and land on record. For full particulars, apply to

Allan Cameron, General Supt. of Lands
Canadian Pacific Railway, Department of Natural Resources
904 First Street West, Calgary, Alberta.

You can buy irrigated land from the Canadian Pacific Railway at prices up to \$60 PER ACRE, with twenty years to pay and the privilege of a loan of \$2,000 for improvements (2% interest) no principal after first payments until end of fourth year, reduced interest if settlement conditions are complied with, and for water rental for first year.

Contract can be paid off before maturity if desired.

Music Tuition!

Mrs. I. A. Foster teaches for pupils musical instruction to the pupils of Bassano and district in teaching the Piano and singing.

Foster Singing Classes are held on Saturdays at 2:00 p.m.
Studio - Fifth Street

DR. A. G. SCOTT
M.B. Toronto, M.O.P.S. Alberta
PHYSICIAN
and **SURGEON**

PHONE - Office 57-Residence 181

BURNS & MAJOR

Bassano, Builders, Renovating, Etc.
B. C. BURNS, S. A., J. E. S.
J. S. MAJOR, R. A., L. S.
ROBERT MAJOR

OFFICES - 10 Alexander Corner,
BASSANO, ALBERTA

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FURNITURE and UPHOLSTERING
Service Day and Night

Bassano Furniture Store 24th, Phone 136

Harry Holmes BUILDER

Estimates given free on all work.

10 - 11 - 12 - 13 - 14 - 15 - 16 - 17 - 18 - 19 - 20 - 21 - 22 - 23 - 24 - 25 - 26 - 27 - 28 - 29 - 30 - 31 - 32 - 33 - 34 - 35 - 36 - 37 - 38 - 39 - 40 - 41 - 42 - 43 - 44 - 45 - 46 - 47 - 48 - 49 - 50 - 51 - 52 - 53 - 54 - 55 - 56 - 57 - 58 - 59 - 60 - 61 - 62 - 63 - 64 - 65 - 66 - 67 - 68 - 69 - 70 - 71 - 72 - 73 - 74 - 75 - 76 - 77 - 78 - 79 - 80 - 81 - 82 - 83 - 84 - 85 - 86 - 87 - 88 - 89 - 90 - 91 - 92 - 93 - 94 - 95 - 96 - 97 - 98 - 99 - 100

Bassano PRESBYTERIAN CHURCH

Services—7:30 p.m.
Sunday School at 10:30 a.m.

CHURCH of The BLESSED VIRGIN

Corner 5th Avenue and 6th Street
Services every Sunday at 7:30
Celebration of Holy Communion
1st Sunday in every month.
Rev. A. C. SWAINSON, Vicar

Bassano Lodge No. 53

A. F. & A. M.
Meets Fourth Tuesday of each month.
Visiting Brothers always welcome.
W. Macleay, W. R. R. H. Brothers, Sec.

WE ARE LARGER

THE BASSANO COLLEGE
Garthatt Bassano College, CALGARY
Bassano, Alberta, Canada, T4G 1G1

Bassano Municipal Hospital

Graduate Nurses in attendance
for patients in wards
A. G. Scott Superintendent

FAT'S QUICK LUNCH

TURKEY AT ALL HOURS
Fruits, Candy, Ice Cream, Etc.
Greens in Season
MEALS 25c. up
WON GEE, 13 Manager
Phone 13
BASSANO, ALBERTA

CANADIAN PACIFIC

THANKSGIVING DAY.

Fare and One-Third
For the Round Trip

Tickets on Sale, Oct. 5 to 8.
Return limit, Oct. 10, 1917.

Travel by the World's
Greatest Highway.
TICKETS, RATES, AND
Full information from any Canadian Pacific Ticket Agent.
R. DAWSON, District Passenger
Agent, Calgary, Alberta.

Particular Men

REQUIRE

Particular Clothes.

FOR SUITS THAT SUIT
and Suits that Fit: For Suits
that are the last word in taste,
style and quality, there is only
one choice—the famous

'Society' Brand.

Suits from \$25.00 to \$40.00
Overcoats \$25.00 to \$65.00

Our New Samples for Fall and
Winter Overcoats are the best
we have ever shown. See them

Torgun - The Tailor

A Good Motto

When your Car needs Repairing or Overhauling bring it to US.

We have first-class mechanics to do your work; your repairs will be attended to on the spot, and we guarantee satisfaction.

WE SPECIALISE on Repair Work, and we handle all makes of cars; we have also a competent Gas Engine Repairer.

We have a Service Car ready at all times to assist you in case of Breakdown on the Road!
A FULL LINE OF ACCESSORIES IN STOCK

The General Garage, Opposite the Post Office.
FRANK H. BERRY - MANAGER.

DR. W. G. NEILSON,
THE MODERN DENTIST
OVER WEBSTER'S STORE, BASSANO.

BASSANO MEAT MARKET

Choice Meats at low prices for cash
Good Value for Good Goods

Your Meals
will be all the more enjoyable when
you know the meats were bought
from us

Compare Our prices with others

Special low prices to Hotels, Restaurants and Threshers. Highest prices paid for Hides all kinds of Poultry

E. G. HOLLEY, Manager

UNION BANK OF CANADA

Bank by Mail and
Save Long Drives

Mail us the cheques or cash you receive, with your Pass-book, which we will return with the Deposit credited. Then you can pay your bills by cheque, which we will honor, or if you want the cash yourself, send us a cheque in your own favor and we will forward the money by return mail.

Drop in and talk to the Manager about it.

BASSANO BRANCH - G. W. BOYD, Manager
Cluny Branch, F. B. Stephens, Manager

We Pay One Half

The purchase price of this famous
1881 Rogers All Plate

WE give coupons with every 25c. purchase of all the high grade guaranteed products made by the United Drug Company. We are willing to lose money on the silverware to get you acquainted with these goods, which are standard in their line.

"Retail Remedies"

Liggett's Candies, Perfumes, Toilet Articles, Brushes, Stationery, Rubber Goods, and hundreds of other items, household preparations, etc. You cannot afford not to secure this popular silverware, when you can get it on our half bought plan. At an example, this teaspoon that sells for 25c. you can get for 12c. with coupons.

STILES, The Druggist

Local and Personal.

H. J. Pratt is visiting this week with his sister, Mrs. Harry Ford.

Frank Carpenter of Glen Colony was a visitor to Calgary on Friday.

C. Clarke of Majorville was a week-end visitor to Bassano.

Miss Pratt of Ottawa, is visiting with her sister, Mrs. H. Ford.

Mrs. (Doctor) Harris is visiting in Bassano this week.

Rev. W. and Mrs. Brooks returned from Banff this week.

E. Corrie was a business visitor to Calgary on Saturday.

Mr. and Mrs. J. Ogilvie were visitors to Calgary for the week end.

Frank King of Glen Colony was a Bassano visitor on Saturday.

Joe. Bolerage of Hutton was a business visitor to town on Saturday.

Miss Newcombe of Calgary arrived in town this week to take charge of the Infants' classes at the School.

There will be Service at the Anglican Church on Sunday next at 7:30 p.m.

R. P. Thomeis, thin man who deals with people from Missouri for the C.P.R., was a Calgary visitor on Saturday.

A new garage has been opened on 2nd Avenue, by LeZette & Co. They have ample storage capacity, provide free air, and its location ensures a sufficiency of gas.

We have received a donation of \$10.00 towards the Belgian Relief fund from Ray Kromm, which donation, on behalf of the Committee, we gratefully acknowledge.

The regulations for the attainment of an Illustration from at Bassano are proceeding satisfactorily, and an inspector will shortly visit the district to select a suitable location for it.

Messrs. Pierce & Currie sold a 10-30 tractor this week to Alex Godkin and another to A. B. Penn, both of Majorville. These sales place Pierce & Currie at the head of the list of sales agents for the I. H. C.

The farmers in the Glen Colony, so our correspondent informs us, are all as busy as bees in a straw pile. Nevertheless two of them were not too busy to prevent them paying their bills for the Mail this week.

The Chantanooga Club will hold a dance on Friday night in Paddock Hall, which will be one of the events of the season. Special music from Calgary will be one of the features and a display of fall hosiery another. Don't miss it.

Some people are apparently more ready to settle down than they are to settle up. We wish their consciences were located in a different part of their body so that it would prick those who have not settled up with the printer every time they settle down.

The gonies-ax of Bassano and district are to be congratulated upon the facilities which are offered them this fall for securing the very latest styles of millinery, which will be displayed by Mrs. W. Morlock at her residence. Opening on Saturday 5th October.

Next Sunday special Thanksgiving Services will be held in the Presbyterian Church. The Sunday School Service at 10:30 will be a special "Bible Day" one. An attractive programme will be presented by the scholars and a special address by the minister. It is hoped that a good congregation of grown ups will attend this service and so encourage the teachers and scholars. In the evening at 7:30 a Thanksgiving Service will be held.

The South Eastern Alberta Teachers' Association will hold a Convention in Medicine Hat on October 25th and 26th. An interesting program is being prepared and every one who can possibly attend should do so.

Importance of Canada's Effort

War Part Nation is Taking at Last is Being Realized by All

Ottawa, Sept. 30th.—Figures up to August 31, 1917, show that 431,452 Canadians had enlisted in the Canadian Expeditionary Force. This number is made up of many fields. From listed transport workers, of whom some thousands are mentioned in the press, amongst other things, it is to be simply to say that the ranks of the front-line, the North Sea and the Mediterranean, of whom upwards of 1,500 are Canadians, this country has constituted an important part of the Allied war effort.

As to the work women are doing, it is interesting to note that 1,501 Canadian nurses have gone overseas in the Canadian Army Medical Corps service and 234 in Queen Alexandra's Imperial Military Nursing Service. This, of course, is small from the enormous accomplishments of women in a patriotic and social service which will cover the country.

Canada's strength as a belligerent nation is shown rather strikingly in the results of the census. Whereas Great Britain has loaned millions to a number of Allied nations, she has received from Canada \$100,000,000 more than she has been asked to give.

Canadian returning from abroad report a widespread recognition in other countries of Canada's importance and value to the Allies as the final stage of the war seem to approach.

British Red Cross Needs Help

October 11th next is being met aside as a day of special appeal on behalf of the British Red Cross Society. On that day, throughout the great commonwealth of Nations which comprise the British Empire, our people will be called on to a combined effort to raise funds to help the sick and wounded who are being cared for by our parent Red Cross Society.

In Canada the Campaign for funds is being conducted by the Canadian Red Cross. In view of the importance of the appeal the Lieutenant Governors of the various Provinces have been requested by both the British and Canadian authorities to do all in their power to stimulate and encourage the people.

It is estimated that \$40,000 a day is required to meet present Canadian needs upon the Society. Expenses are increasing continually. The need is great, so great that it is our imperative duty in order to secure possible assistance.

Our beloved land, our beloved Canada, speak eloquently of the protection afforded to our Country by those soldiers and sailors, who on the high seas and on great battlefields, are dying only that we may live. Help to lighten their burden! Help to ease their suffering! May the testimony of our giving bear a glowing testimony to our appreciation of their valor, their achievements, their great and heroic sacrifice!

Money for British Red Cross should be raised separately, and no credit should be made from the funds of the Canadian Red Cross.

Was It The Cow's Fault?

Supposing that you keep a cow giving five thousand pounds of milk in a year, for which you receive seventy dollars cash, how much profit does that cow make? This is not a ribald, but simply a query that every dairymaid should be in a position to answer. Leaving aside the "higher economic" side of revenue and accounts per cow—costs, interest, taxes, depreciation, etc.—and taking only income from milk and fat, and cost of feed, are you then in a position to say definitely that each cow you keep does make a good clear profit above feed cost?

Whether the feed is valued at fifty or eighty dollars, whether the income is fifty or one hundred and twenty dollars, is there much profit that a fair return is made to you on the balance sheet?

For if revenue and expense just balance showing no margin of profit at all, there must surely be something wrong; your balance sheet is in the red.

Milk and feed record forms may be had free on application to the Dairy Commissioner, Ottawa, or that the profits made by each cow may be ascertained. Perhaps some cows would show profit if fed better some won't. Many men in all provinces on the cow raising business at Ottawa show thirty and sixty dollars clear profit per cow above feed cost. You may have made more than that if you made loss, was it really the cow's fault?

Practical Work Aprons And House Dresses.

LARGE DUNGALLOW APRON, made good and roomy, with pocket in front, 49¢ each. 75c.
NEAT OVERALL APRON, good quality print, neatly finished yoke. \$1.00
WANT APRONS, neat pattern, with pocket 40c.
HOUSE DRESSES, of plainingham, in tan and blue, with collar and cuffs of contrasting stripe. \$1.50
STRIPE GINGHAM HOUSE DRESSES, with full blouse and collar which can be either fastened up close at neck or made open neck. \$1.75

Groceries and Provisions
Fresh and Up-to-date Stock
Fruit and Vegetables
Green Tomatoes, Crab Apples, Green Peppers, etc.

JAS. JOHNSTON The Quality Store.

Crown Lumber Co., Ltd.

IF in need of anything in the building line you will find the VERY BEST of Everything in BUILDING MATERIALS. Where? To be sure at the

Crown Lumber Co., Ltd.
JOS. WRIGHT, Manager
P. O. Box 70 Phone 31

OGILVIE FLOUR
For Sale by
McKee, The Grocer - Bassano

Can You Save 15 cents If We Pay You \$1000.

We can show you how you can by saving 15 cents ultimately gain \$1000, plus a guaranteed profit which will net, at least, another \$250.

JUST THINK OF IT!
\$1250 for 15 cts. a Day.

In addition we guarantee to pay your heirs \$1000 if you should die.

LET US SHOW YOU.

R. A. TRAVIS,
Fire, Life, and Hail Insurance.

Home Dressed Meats

IT'S LOOKS WILL PLEASE HIM
His easy carving will please him still more, and its flavor will please him to the very highest degree. That's what our meat always does to the man of the house. And the rest of the family will enjoy it as they never did meat before. Try a roast, a steak or some chops. Our prices are no higher even if our meats are so much better.

Phone Orders Promptly attended to
E. EVANS & SON
Jimmy Stinson, Mgr. Phone 22